

APPROVED

BEAVERTON TRAFFIC COMMISSION MEETING MINUTES MARCH 1, 2012

CALL TO ORDER and ROLL CALL

Chairman Conway called the Traffic Commission meeting to order in the Forrest C. Soth City Council Chamber, 4755 SW Griffith Drive, Beaverton, Oregon, on Thursday, March 1, 2012, at 7:00 p.m. and called the roll.

Traffic Commissioners present included Ernie Conway, Paul Cohen, John Herring, Amy Johnson, and Bradford McClean. Commissioners Ashley Hosford and Lauren Holmes were absent and excused. Alternate Commission member Bill Berg was in the audience.

City of Beaverton staff included City Transportation Engineer Jabra Khasho, Public Works Director Peter Arellano, Police Traffic Sergeant Steven Schaer, and Commission Recorder Debra Callender.

VISITORS

No one came forward to speak.

STAFF COMMENTS

Mr. Khasho said the Commission has before them a revised meeting agenda; the executive session listed on the original agenda was renamed as a work session on the advice of the City Attorney. The Commission also has a letter of testimony on Issue TC 694 from the BDA (Beaverton Downtown Association).

CONSENT

Chairman Conway reviewed the consent agenda comprised of the February 2, 2012, draft meeting minutes. There were no changes to the minutes.

Commissioner McClean MOVED, SECONDED by Commissioner Johnson to approve the February 2, 2012, meeting minutes as written.

Question called on the motion. Commissioners Cohen, Johnson, and McClean voted YES. Commissioners Conway and Herring abstained as they were excused from the February meeting. The MOTION CARRIED unanimously. (3:0)

PUBLIC HEARING

Issue TC 694: Parking Time Revisions on SW Broadway between Hall Boulevard and Watson Avenue

Chairman Conway opened the public hearing concerning TC 694.

Staff Report:

Mr. Khasho said the city received a petition dated January 1, 2012, signed by a number of Broadway business owners asking the City to change the one-hour parking limit on Broadway to a two-hour parking limit between Watson Avenue and Hall Boulevard (in the record). He said the petition stated that services offered by these merchants often require more than one hour to complete.

Mr. Khasho said at the February 2, 2012, Traffic Commission meeting, Mr. David Vanek and Mr. Charles Wilson presented staff with a petition dated January 12, 2012, from other Broadway business owners. This petition asked to maintain the one-hour parking limit on Broadway because these businesses benefited from a shorter time limit.

Mr. Khasho said some business owners signed both petitions; in addition, the City later received several letters from petition signers who said they misunderstood what they were signing and wanted their names removed from the second petition. Mr. Khasho said the two petitions and the retraction letters are attached to the staff report.

Mr. Khasho said the Broadway parking time limit is currently one hour between Hall and Watson; the exceptions are a 50-foot zone mid-block on the south side of Broadway marked for 15-minute parking and a designated loading zone on the north side of Broadway east of Watson. Mr. Khasho said all on-street parking time limits on Broadway are between 7 a.m. and 6 p.m., Monday through Saturday.

Mr. Khasho said City Council adopted the Downtown Parking Solutions Study under Resolution No. 3901. The Study recommends a two-hour parking time limit to best serve downtown customers and other short-term visitors in the downtown retail core area. He said based on that Resolution and the January 1 petition from downtown business owners, staff proposes converting all one-hour Broadway parking (between Hall and Watson) to a two-hour parking time limit between 7 a.m. and 6 p.m., Monday through Saturday. Because business owners disagree, Mr. Khasho said he would like the Commission to listen to public testimony and make a recommendation whether one hour, two hour, or even 90 minutes is the best parking limit for this section of Broadway. He acknowledged that this might be a difficult decision.

Commissioner McClean asked if the Commission had previously considered this issue.

Mr. Khasho said in 2008 the Commission held a public hearing on Broadway's parking time limit. At that time, the Commission recommended revising the parking limit to two hours as recommended in the Downtown Parking Solutions Study. There were many complaints about this recommendation and when the Commission's recommendation appeared as a consent item on the City Council agenda, Council reversed the Traffic Commission decision and the parking limit remained one hour.

Chairman Conway asked approximately when the Council overturned the Traffic Commission recommendation. Did this occur before or after they adopted Resolution No. 3901 supporting the Downtown Parking Solutions Study?

Mr. Khasho said this happened after Council had adopted Resolution No. 3901 Parking Study endorsing the Study.

Chairman Conway asked if it was then correct to say that City Council approved the Parking Study and then overturned one part of it.

Mr. Khasho said once the Study was completed and approved, Broadway was one of the first streets staff tried to bring into compliance with the Study's recommendations.

Public Testimony.

The Commission received written testimony on this issue from Traffic Sergeant Steven Schaer and City of Beaverton Economic Development Manager Alma Flores in conjunction with Paul von Bergen of the BDA (in the record).

Forrest Soth, Beaverton, said he has been a Beaverton resident for 61 years and he recalls when Broadway was the main transportation artery running through Beaverton. He urged the Commission to retain the one-hour parking limit on Broadway; he said Broadway is lined with small merchants that depend on repeat business for their livelihood. He said, like most small merchants, without a great deal of repeat business they could fail. Mr. Soth said he understands Beaverton Police do not rigidly enforce the parking time limits due to a lack of staffing and other priorities.

Mr. Soth said he has seen a wide variety of businesses come and go along Broadway. He recalled that Broadway was once Beaverton's main shopping area; this was long before Fred Meyer shopping centers or the numerous suburban strip malls became competitors. He said without the small shops on Broadway, Beaverton would have few small merchants—except in the more expensive strip malls.

Mr. Soth said the City is in the process of planning major renovations for Beaverton's downtown area and this is no time to change the status quo. He urged the Commission to retain the one-hour parking limit to preserve these small businesses. Mr. Soth commented that it was a long time since he sat where the Commission was now seated.

Chairman Conway said Mr. Soth's years of service are greatly appreciated.

Ramona Crocker, Beaverton, said she opposes lengthening the parking limit on Broadway. Ms. Crocker stated that she was a Traffic Commissioner in 2008 when this issue first came before the Commission and later City Council. She was surprised to see this issue "resurrected" and the change justified using the same argument as in 2008.

Ms. Crocker said the argument that lengthening the parking limit on Broadway would be consistent with the City's various economic development plans and studies sounds reasonable at first glance. However, on closer examination this historic, one-block area should not be forced into a one-size-fits-all solution. As Mr. Soth already pointed out, the one-hour parking limit encourages quick parking turnover, which makes it possible for customers to patronize these small businesses. She said without quick parking turnover, Broadway merchants would be cut off from potential shoppers who are in a hurry to park, make their purchases, and get on their way. People who cannot quickly find a convenient parking space on Broadway will take their business elsewhere. She said it is critical that the time limit is reasonable and fits the merchants' needs.

Ms. Crocker said the latest plans for Broadway call for developing a pedestrian friendly plaza. She said it is logical, at this point, for cars to park on Broadway for only short periods. Her personal preference would be to move the parking elsewhere and develop Broadway into a pedestrian plaza with a City-provided shuttle. For now, she recommends maintaining the one-hour parking time limit; this would keep Broadway pedestrian friendly and a suitable location for community events.

Commissioner Johnson asked what she thought about a 90-minute parking limit.

Ms. Crocker said most customers are not there to take a leisurely 90 minute lunch; Broadway customers want to be in and out and most need parking for about 30 minutes.

Tiana Fearl, Beaverton, said she is one of the owners of Covet Salon, located on the west end of Broadway near Watson. Ms. Fearl supports a two-hour parking time limit. She stated that she will neither gain nor lose clients based on the parking limit because she offers to pay any parking citations her customers might receive while at her salon.

Ms. Fearl said her salon opened in August 2010 and they have completed more than 1,400 services since then. She said that is 1,400 cash transactions more than were happening on Broadway before her business arrived. She estimated that of those 1,400 clients, fewer than 20 have later walked down Broadway to have a sandwich at the Beaverton Sub Station, lunch at Gloria's, or to have a handbag repaired at Vanek's Shoe Repair. Ms. Fearl said her clients have shown no interest in visiting the art gallery even though she displays items she has purchased there.

Ms. Fearl said three of the four salon services she offers take 45 to 50 minutes to complete; clients leave her shop with no extra time to stroll down Broadway. She stated that clients who have lived in Beaverton for 10 years and more have told her they did not know Broadway existed until she moved her salon there.

Ms. Fearl said she is excited about the proposed urban renewal changes proposed for downtown and the City's interest in preserving and improving this historic street. She said a two-hour parking limit would encourage customers to stay longer and explore Broadway. She feels this would be more welcoming and help build community. She would like to see the 15-minute parking zone on the south side of Broadway extended to Hall Boulevard; more customers could briefly park, run in to get a sandwich or cigarettes, and then go on their way. She reiterated that her business is not affected by the parking time limit. Her concern is that residents are missing out on a truly beautiful street, a street that she fell in love with and selected as a location for her business.

Commissioner Johnson asked what she thought about a 90-minute parking limit.

Ms. Fearl said it might work, if no other reasonable compromise could be reached. She would like customers to have more time to walk around and explore the shops.

Chairman Conway asked Ms. Fearl to confirm that she wants the amount of 15-minute parking extended by nearly four times the present amount.

Ms. Fearl said that was correct.

Chairman Conway asked if it was Ms. Fearl's contention that a customer who came downtown to visit one business would stay an additional hour to visit other businesses if only the parking limit was extended to two hours.

Ms. Fearl said that was basically correct.

Chairman Conway said he wished this hearing had been postponed until after the presentation on the 5th by a development group. He asked if Ms. Fearl saw Broadway as a destination location. Did she think more parking time would attract more customers?

Ms. Fearl said she sees Broadway as a destination location. If there is no parking available, there is no reason to go. People are not willing to park three to four blocks away and walk to her shop for a haircut or to buy a sandwich at the Sub Station. She said Beaverton residents are not walking oriented and this is simply not a walking-oriented community.

Chairman Conway said that sounds as if she would not support the pedestrian-only option at the upcoming development presentation.

Ms. Fearl said she would not.

Chairman Conway asked where Ms. Fearl and her employees park while at work.

Ms. Fearl said they park on the street during winter and in summer they park on Watson. She said four women work at the salon they do not want to walk at night on poorly lit streets, over railroad tracks, and past what she believes to be a drug house. She said the only business open at night, besides the bars, is the Thai restaurant and they keep their curtains closed.

David Vanek, Beaverton, owner of Vanek Shoe Repair on Broadway presented a petition from 260 customers who endorse maintaining one-hour parking (in the record). Mr. Vanek said 99 percent of the customers asked to sign the petition agree to do so.

Mr. Vanek said he purchased his shoe repair shop 36 years ago and at that time there were parking meters on Broadway. He said the City soon removed the parking meters and that was a great help to Broadway businesses. He said one-hour parking has been the standard on Broadway since the 1950s.

Mr. Vanek said customers frequently comment about how difficult it is to find a parking space when attempting to do business on Broadway. He said it makes no sense to ask the 260 customers who signed this petition to forfeit their one-hour parking in the hope that a longer parking limit might attract people who want two-hour parking. He said this would be a great inconvenience to these customers, many of whom have loyally shopped on Broadway for 30, 40 or more years. He said it has been proven for more than 62 years that one-hour parking works on Broadway. He said ample parking has been crucial to his business success, although parking is always limited during the lunch hour. Mr. Vanek said his family has worked in shoe repair for three generations.

Commissioner Cohen asked how many of Mr. Vanek's customers spend more than 15 minutes in his shop.

Mr. Vanek said some do but it is not typical.

Chairman Conway asked who mainly use the 15-minute zone in front of Mr. Vanek's business.

Mr. Vanek said the 15-minute parking is mostly used for customers to drop off or pick up shoes and many customers use the parking to pick up a quick sandwich at the Sub Station next door. He said many customers go back and forth between the two shops within the allotted 15 minutes.

Commissioner Johnson asked what he thought about a 90-minute parking limit.

Mr. Vanek said one-hour parking is adequate.

Commissioner Herring asked how Mr. Vanek felt about Ms. Fearl's testimony that all businesses would benefit from two-hour parking.

Mr. Vanek said two-hour parking would certainly be detrimental to his business.

Chairman Conway said Ms. Fearl's testimony was that, if you patronize a business service that takes longer than one hour, you will probably stay even longer if you can park longer. He said Mr. Vanek's concern, and the concern of those who signed his petition, is that customers are actually more "target oriented" and want to quickly get in and out of several familiar businesses. He said this contrasts with the potential needs of people who are unfamiliar with Broadway businesses.

Mr. Vanek said that sounded about right.

Commissioner Herring asked if Mr. Vanek provided a different petition for customers to sign if they preferred a two-hour parking limit.

Mr. Vanek said he did not but customers could choose to not sign his petition.

Roberta Cohen, Beaverton, said some newer businesses, such as her art gallery, are being harmed by the one-hour parking that the owners of older businesses support. Ms. Cohen said it is short sighted of those owners to say they want parking to stay as it has always been when they can show a long list of 260 loyal customers who will shop with them no matter what. She said newer businesses such as hers are struggling to get customers. She said people say to her, "Wow, there's an art gallery on this block. Sorry, I can't stay my parking time's up, but maybe next time." Ms. Cohen said she is losing business because of the one-hour parking limit. She sees people stopping at other businesses but they do not have time to visit her gallery.

Ms. Cohen said the 15-minute parking zone is there to help the businesses needing quick parking turnover and adding two-hour parking on the rest of the block will not harm those businesses; in fact, it would do a great deal of good to for her business and many others. She said a two-hour parking limit is more consistent with the City's future vision of Broadway as an area with comfortable benches for enjoying a beverage and conversation before strolling to visit attractive shops. She said such leisurely enjoyment takes more than one hour.

Ms. Cohen said every business on Broadway should have parking arrangements that support that business. She said there is an overall shortage of parking on Broadway and this is exacerbated when business owners and employees park on the street. She said it is not possible to go into an art gallery with the intention of spending only five minutes.

Commissioner Herring asked for more information about the newer businesses on Broadway.

Ms. Cohen said her gallery opened about one year ago, Covet Salon opened about the same time, and a new business recently opened that sells tea cozies and quilts. She said they are each working hard to build their customer base.

Chairman Conway asked where Ms. Cohen and her employees park.

Ms. Cohen said she purchases a three-month permit for business owners and parks in an area where it is legal to park all day. Other times, she will park at the free City parking lot located to the east.

Commissioner Johnson asked what she thought about a 90-minute parking limit.

Ms. Cohen said two hours is better than 90 minutes, but 90 minutes is better than nothing.

Commissioner Johnson asked if 30 extra minutes would bring her more customers.

Ms. Cohen said that would be her hope.

Commissioner Johnson asked if Ms. Cohen sees police enforcing the parking limit.

Ms. Cohen said no and that might be part of the problem.

Joseph Vanek, Beaverton, supports one-hour parking on Broadway. Mr. Vanek said he has worked in his father's shoe repair shop for 25 years and looks forward to someday owning the business. He said year after year customers complain about the shortage of parking on Broadway. Some customers tell them they can no longer patronize their business because the lack of parking is too much of a hassle.

Mr. Vanek said if Beaverton wants downtown to thrive and grow, it is important to keep the parking time at one hour to increase parking turnover. He said there are about ten businesses and about 20 parking spaces on this block; that equates to about two customers per hour for each business. A two-hour parking limit would cut customer visits in half. He said driving is still the main form of transportation for Beaverton residents.

Commissioner Johnson asked what he thought about a 90-minute parking limit.

Mr. Vanek said 90 minutes would be detrimental to all the businesses on Broadway. He said whether the business is new or established, each Broadway businesses is competing with other local businesses that offer large parking lots with easy parking.

Charles Wilson, Beaverton, said he feels like the luckiest man in the world just to have a shop in downtown Beaverton. He said this city has brought him much success and he

mentioned several community awards and honors he has won. Mr. Wilson said Beaverton is big—but not too big to listen to its citizens.

Mr. Wilson distributed a packet of documents to Commission and staff, including:

- A 2011 photo showing vehicles parked on Broadway on a Friday night;
- Two photos showing vehicle traffic on Broadway in the 1950s and showing a one-hour parking sign;
- Two aerial views of Broadway with properties supporting one-hour parking marked in red;
- An new version of Mr. Wilson's January 12 petition (delivered at the Commission's February 2 meeting) now including signatures from owners of Broadway Saloon, Holland Plaza, and Giovanni's Restaurant;
- A copy of the Downtown Parking Solutions Study Final Recommendations Checklist with Mr. Wilson's questions and comments typed in bold;
- A Broadway Streetscape Design drawing from a proposed area renovation (in the record).

Mr. Wilson said he telephoned Parametrix, the consulting firm the City hired for the 2007 Downtown Parking Solutions Study. He spoke with Jason who would only explain that an area's use determines the area's parking strategy. Mr. Wilson said he felt that Parametrix spent more time looking at SW 1st and 2nd Streets than studying the unique character of Broadway. He urged staff to wait until the City completes the redesign plans for Broadway before discussing potential parking limit changes.

Mr. Wilson said City Associate Planner Liz Jones asked him to invite the audience to attend the Open House for the Broadway Streetscape Improvement Project to view drawings of potential redesigns on Monday, March 5, from 6 to 8:00 p.m., at the Beaverton History Center on Broadway.

Mr. Wilson said 95 percent of the people using Broadway during the day are working class people who have only one hour or less for lunch. That is the time when parking turnover is the greatest problem. He said people wanting a leisurely meal are more likely to visit Broadway after 5:00 p.m. when parking is readily available.

Mr. Wilson said he fears the Commission might be too inclined to approve the staff recommendation for two-hour parking. He believes business owners who have lived and breathed downtown Beaverton for decades have a better feel for what is best for their customers. He reminded the Commission that Mr. Vanek presented a petition from long-time customers who have shopped on Broadway for years and who support one-hour parking. He said two-hour parking would make the parking situation much worse.

Commissioner Johnson asked what Mr. Wilson thought about a 90-minute parking limit.

Mr. Wilson said he could live with 90 minutes.

Commissioner Johnson asked how many property owners are actually represented in Mr. Wilson's exhibit showing a red- and green-marked aerial view of Broadway.

Referring to his exhibit with the color-blocked aerial view, Mr. Wilson said the Lanphere's own the two square, red boxes; he owns the Rossi Building shown as a long, red triangle. He said he spoke with the Schubert's who own the bakery building east of Hall and they support one-hour parking as do the owners of Giovanni's Restaurant located across the street from the bakery. He said the owner of the Holland property (the most easterly area marked in red) has a one-hour parking limit in front of Ringo's Bar and Grill and Mr. Holland supports one-hour parking.

Commissioner Johnson asked how Broadway's First Friday event is advertised.

Mr. Wilson said the First Friday event is still in the planning stage. He said the Cohens and art gallery staff would organize the event. He said even though they have different opinions about the parking time limit, he supports the art gallery and he is glad to have them on Broadway. He said he is considering adding an art display at the Sub Station on First Friday nights because he wants to help make Broadway a "happening place" where residents gather to enjoy community events.

Commissioner Johnson asked what percentage of Broadway business intend to remain open for the First Friday events.

Mr. Wilson repeated that the event is still in the planning stage. He intends to keep the Sub Station open until 8 or 9:00 p.m. of those Fridays.

Chairman Conway asked where Mr. Wilson parked during working hours.

Mr. Wilson said he generally parks on SW Washington Street. He said he hopes Broadway employees will park their vehicles on streets away from Broadway; however, he has given up lecturing owners and employees about taking up customer parking.

Chairman Conway asked if Mr. Wilson has approached any property owners about using the private parking on West Street for owners or employees who might be afraid to walk to their vehicles after dark. He said these people feel it is necessary to park on Broadway and that means they should look at other parking options.

Mr. Wilson said there are two, free, City-owned parking lots about a block from Broadway that his employees use; plus, there is free parking on the side streets surrounding Broadway.

Chairman Conway said all parking in Beaverton is free parking.

Mr. Wilson said he understood that. He meant unrestricted parking.

Chairman Conway said Mr. Wilson had not answered his question. He still wanted to know if anyone from Broadway had approached the owner of the private parking spaces on West Street (Lanphere) to ask if they would allow public parking on their property.

Mr. Wilson said Jerry Jones was in the audience waiting to testify for Bob Lanphere Enterprises and he would be a better person to ask about West Street parking. Mr. Wilson said Lanphere is a wonderful neighbor and when other people mistakenly park on their property they generally let them park there.

Chairman Conway repeated his question: Have the Broadway businesses, as a group, formally approached Lanphere and said, "Is there something you can do to help us out?"

Mr. Wilson answered no, not to the best of his knowledge.

Commissioner Herring asked for confirmation that Mr. Wilson owned the Rossi Building.

Mr. Wilson said that was correct.

Commissioner Herring asked if that meant the art gallery and the architect's office were Mr. Wilson's tenants.

Mr. Wilson said that was correct.

Commissioner Herring noted that Mr. Wilson's view on the best parking limit is in direct contrast to the viewpoint of his tenants.

Mr. Wilson said that was correct; however, he is testifying tonight as the owner of his business, the Beaverton Sub Station. He said Mr. Vanek and John the barber are also his tenants and they support one-hour parking. Mr. Wilson said he has spent much time thinking about the parking situation and he has concluded that when potential customers drive down Broadway without finding a parking space—those potential customers do not spend even one minute shopping, much less two hours.

Mr. Wilson said many cities have the shortest parking time limits in the busiest shopping areas because this allows more people an opportunity to find parking. He said people know Fred Meyer has good donuts and unlimited parking; yet, if they can find a parking space, many people would rather buy a donut at Shirley's Donuts.

Jerry Jones, Beaverton, said he is the Director of Construction and Development for Bob Lanphere Enterprises. Mr. Jones said Bob Lanphere has owned the Broadway property since 1964 and they are proud to be a Beaverton business. He said Lanphere Enterprises urges the Commission to retain the current, one-hour parking limit on Broadway. He said from his office window he can watch Broadway's parking turnover throughout the day; when customers can find parking, he sees them visit several shops and still finish all their business within 60 minutes.

Mr. Jones said with so many plans pending for Broadway now is not a good time to change the parking time limit. He suggested that everyone step back, wait for the Broadway plans to fully develop and then they can reassess the parking situation.

Mr. Jones said he has notice 90-minute parking limits in many West Coast cities and it seems to be a good compromise. He said 90 minutes would also support those who testified that their services take 45 to 50 minutes. He added that he has never seen police checking parking time limits on Broadway and he believes that is actually good for business because most people agree that Broadway parking is inadequate. Mr. Jones said this communication is bringing forward important concerns and making both owners and customers realize that the community needs to tackle this parking issue.

Chairman Conway asked if the business community has ever approached Lanphere Enterprises and asked them to open their private, West Street parking to the public. He noted the signs along West Street are very clear that this is privately owned parking.

Mr. Jones said he is not aware of anyone approaching Lanphere on this matter. He said the signs warn that parked vehicles will be towed; however, Lanphere has never towed anyone. He said they have done business on Broadway for a long time and they like being good neighbors. He sometimes sees people park on West Street, run across the street on a quick errand, return to their vehicle, and then leave. Mr. Jones said they sometimes gently remind the drivers who parks there that it is private property. He said Lanphere believes everyone is more prosperous if they are courteous and get along.

Chairman Conway said several unrestricted parking areas are about a block from Broadway and some employees have said they are afraid to walk that far at night. He asked if anyone from the Broadway area has ever approached Lanphere about sharing their private parking on West Street.

Mr. Jones reiterated that he is not aware of anyone approaching Lanphere on this matter. He said they have enough parking for their employees on their own property. He understands how some might look at the size of the Lanphere property and assume they have lots of extra parking they could easily share; however, to Lanphere those are not empty parking spaces—they are retail spaces that support their auto sales business.

Chairman Conway said he wanted to be sure he understood Mr. Jones' comments. Is it correct that the parking directly on to the east and west sides of West Street is parking Lanphere reserves for employees?

Mr. Jones said that is a small amount of their employee parking.

Chairman Conway asked for confirmation that this parking is defined differently than their retail spaces.

Mr. Jones said that was correct.

Commissioner Herring asked if Mr. Jones worked out of Lanphere's Broadway building.

Mr. Jones said that was correct.

Commissioner Herring said he has never visited an auto dealership and spent less than two hours browsing. He said that makes him curious as to why Mr. Jones has not asked the Commission for three- or four-hour parking time limits for customers.

Mr. Jones stated that Lanphere has special parking reserved for their customers. He clarified that he is testifying tonight about what he has observed as a person whose office faces Broadway and who often walks and does business on Broadway. He observes the problems Broadway businesses and restaurants deal with because Broadway has extremely limited parking. He stated he also observes the need for regular parking turnover. His intention is to support these other Broadway businesses.

Donna Sanson, Beaverton, said she is a partner in the Art on Broadway Gallery but tonight she is speaking as a citizen of Beaverton. Ms. Sanson said she has heard no

mention tonight of the vibrant downtown community the City foresees four to five years in the future. She said she attended a conference sponsored by The Main Street Program and she learned a key ingredient for a successful downtown is convenient long-term parking. She read from Main Street Program literature which stated, "...two-hour parking and a pedestrian friendly downtown restricts spending...shopping, dining, and entertainment will typically keep people busy for four hours." She said that is exactly the kind of community the Mayor and City Council want for Broadway in three to four years.

Ms. Sanson said if the Commission chooses to keep the parking limit at one hour, or even 90 minutes, then they are restricting the growth of downtown Beaverton. She said she personally has no strong opinion on this issue. She said her biggest concern is that this issue could divide the Broadway community; this is disheartening because she likes and respects every single business person on this block. She said she buys her lunch from Chuck, she has taken shoes to David, and John the barber has played music in her gallery. She wants to avoid a division within this wonderful community.

Ms. Sanson said the tenants who live above the shops also need a place to park and the Commission should consider their needs, too. She suggested adding more bicycle racks to encourage people to ride bicycles downtown. She said downtown is becoming a mixed use business area with some businesses needing 15-minute parking and others needing one hour or longer time limits. She said each business should have parking that satisfies their individual needs. She gave the example of a bakery customer who would need only 15-minute parking to purchase a donut, while a different customer ordering a wedding cake would need an hour or more to make a decision.

Ms. Sanson said people who are always in a hurry create a sense of stress, along with an unfriendly atmosphere, which does not lead to a positive business environment. She said this one block of Broadway is very important for our city because this block is the starting place for Beaverton's urban redevelopment. She urged the Commission to look at more options than just one- or two-hour parking.

Chairman Conway asked if Ms. Sanson had stated these thoughts to the Broadway Development Commission. He clarified there are several downtown groups, including the Downtown Association, another group working on improvements for Broadway, and also the entire Urban Development group.

Ms. Sanson said she attends meetings of the Beaverton Downtown Association and she has mentioned to that group that parking was not a problem that is easily solved, but it is important to begin the process. As for stating the specific testimony she gave tonight, she said most likely she has not.

Chairman Conway thanked all who testified. He said the Commission now has a difficult decision to make. He said the question before the Commission is, should they maintain the 60-minute parking limit or extend the limit to 90 minutes or two hours. He said there are side discussions that could happen but they are aware that they cannot solve all the situations outside their control. He would like to see that happen, but it is not within this hearing's scope.

Commissioner Cohen stated that he would abstain from the vote but would participate in the Commission discussion.

Staff Comments:

Mr. Khasho reminded the Commission that any time limit decision made would not change the 15-minute parking zone on the south side of Broadway or the loading zone on the north side of Broadway.

Chairman Conway asked Sgt. Schaer about a recent newspaper article that said police had issued no parking citations on Broadway since 2010. Was this account accurate?

Sgt. Schaer said the Beaverton Police Department does issue parking citations. He cannot state exactly how many citations were written on Broadway without an opportunity to first research the question.

Chairman Conway closed the public hearing concerning TC 694.

Commission Deliberation:

Commissioner McClean thanked the audience for attending the public hearing. He said everyone agrees parking is a challenge on Broadway. He noted that testimony showed Broadway is an historic community that could become a destination location with vibrant businesses and ample pedestrian traffic. The Commissioner said current plans and programs for Broadway are giving this street the attention it needs. He sees a benefit in increasing the parking limit to increase the pedestrian traffic and he said many businesses testified longer parking time would benefit them. He also noted that other businesses were adamant that a short parking limit would benefit them. He would like to encourage all the Broadway businesses to work with the DBA and come to a consensus. As there is no agreement at this time, Commissioner McClean said he believes it is best to maintain the current one-hour limit until the DBA reaches a consensus. He does not want to impose a new parking limit on Broadway when these businesses should be working together to resolve this. He will vote to retain one-hour parking at this time.

Commissioner Johnson favors retaining one-hour parking until BDA members agree. She feels this is better than changing the parking limit and then changing it a second or third time as redevelopment occurs. She said it is unfortunate that they cannot make everyone happy, but forthcoming plans should make good things happen on Broadway.

Commissioner Herring said he noticed that tenants and property owners tended to hold different viewpoints: owners preferring one-hour parking and tenants preferring two-hour parking. He is inclined to lend the owners' opinions slightly more weight as they tend to remain stable while tenants might come and go. He noted that the City has disagreed on this question in the past; before this hearing, he did not realize the Traffic Commission and City Council had previously reviewed this issue. He said as the tenants on Broadway have changed, opinion has moved to a 50/50 position—some customers park and spend two hours at a hair salon, while others park briefly to buy a sandwich. He has personally experienced driving down Broadway hoping to grab a quick bite to eat, but when he found no parking he drove on to another store with lots of easy parking. He understands that people do not have time to wait. He said it is unfortunate this discussion took place before we know exactly how Broadway will be renovated because physical changes will likely change the street's parking requirements. He said the two-hour option does not seem viable, the 90-minute option is interesting, and the one-hour option seems best at this point.

Commissioner Cohen said when the names on the petitions are tallied based on their preferences (accounting for the correction letters and those who signed both petitions); he believes more businesses favor two-hour parking. He counted only four businesses owners who signed the petition for one-hour parking who actually do business on Broadway between Hall and Watson. He said Bob Lanphere, Giovanni's Restaurant, and Beaverton Bakery are not affected by this parking issue, either because they have their own parking or they are located outside the issue boundary. He said they should consider only the preferences of Broadway business located between Hall and Watson.

Commissioner Cohen said businesses needing more than one hour to provide customer service include an architect, hair salon, art gallery, quilt shop, ski binding store, and several better restaurants. He said it is impossible to provide ski binding service in only one hour and some merchants have even offered to pay potential parking tickets in order for their customers to park longer on Broadway while receiving a service. He said the Commission needs to analyze what the businesses are asking and the written documents before them—not just what they might think they heard.

Commissioner Cohen said a critical issue in this discussion is the lack of time limit enforcement. He believes that that 25 percent of the vehicles parked on this block stay parked in the same space all day. In evidence, he pointed out the aerial photo exhibits Mr. Wilson provided which show a white truck consistently parked on Broadway. He doubts that a customer owns this white truck. He sees other vehicles park all day every day on this block and yet police never issue parking citations for exceeding the one-hour time limit. He calculated that if we deduct 25 percent of the total parking spaces for lack of time limit enforcement, and then deduct the six spaces dedicated to a loading zone and 15-minute parking, there are only few parking spaces left that would be affected by this decision. He said the whole problem might simply be a lack of parking enforcement. He said he repeatedly sees vehicles parked for hours in the 15-minute zone.

Chairman Conway asked Commissioner Cohen why he does not call police and report vehicles parked for several hours in the 15-minute zone. Does he assume they have a City parking permit?

Commissioner Cohen said City parking permits cannot be used on Broadway.

Commissioner McClean said parking enforcement is a "double-edged sword" in that a customer who receives a parking citation will likely not come back. He likes the idea of businesses paying the parking citation, or better yet, putting money in a parking meter for a customer. He said those actions attract customers. He said this is a unique business district and we want to encourage pedestrian traffic and repeat business. Commissioner McClean said he disagrees with the idea of enforcing a parking limit when businesses hold opposite opinions concerning the ideal parking time limit. If BDA members would reach a consensus on the best time limit, then it seems reasonable that police should actively enforce that limit. He said each successful business strengthens the businesses that surround it, making all the businesses more successful—a vacant business hurts all the surrounding businesses.

Chairman Conway said the Commission has been put in a difficult situation because their allowed options for a decision are all or nothing, which ties their hands. He noted that Broadway's established businesses have a loyal customer base. He said the first

petition is dated January 1, 2012, and that was just after residents voted to approve urban renewal and the Beaverton program was happening as well. He held up the three final written orders and said he has only three options: 60 minutes, 90 minutes, or two hours. He repeated that this was an all or nothing situation. He said he would hope that before people prepare and circulate petitions they do more work to consider how best to do it. He said there are two different sets but they are definitely not divided because everybody wants Broadway to be a money-making venue with lots of customers. He said this issue came to them with no consideration given to finding ways to work through this issue and unfortunately, the Commission will not get to hear the presentation of what the Development Commission has done. He said everybody needs to come together and address all the issues surrounding Broadway parking and work the problem through to a solution that satisfies everyone. He listed problems to address, including: a serious parking shortage; people parking all day in one-hour spaces; employees afraid to walk to their cars at night; long-term parking located too far from Broadway; and customers who need short-term parking. He said in spite of this list of factors, staff gave them only all or nothing choices.

Commissioner Herring asked Mr. Khasho if he could work with the downtown community to develop fresh ideas, for example, designating one side of the street two-hour parking and the other side one-hour parking. He noted that at the last several Commission meetings, the public hearings concerned removing this type of mixed-hours parking limits from downtown streets. Could mixed-hours parking be put on the table?

Mr. Khasho said mixing one- and two-hour parking on the same section of street creates inconsistency and it is confusing to drivers. He explained that people will mistakenly park in a one-hour space thinking it is marked two hours, then, if they receive a parking citation and go court it is a frustrating experience caused by inconsistency and confusion. They usually blame the City for having caused the problem. Mr. Khasho said it is possible to install mixed parking time limits, although he does not recommend it. He pointed out that the south side of Broadway has more parking spaces than are on the north side. He said the businesses might be able to decide which side of the street should have which parking time limit.

Mr. Khasho said working with Broadway parking has been one of the toughest parts of his career as an engineer. He said last time the City attempted to change the parking time limits on Broadway, he decided it was best to avoid this issue in the future until the businesses themselves reached a consensus about what time limit they wanted. He said when someone asked him to take the Broadway parking issue to the Traffic Commission again, he asked that person to get signatures from businesses on that one-block section of Broadway showing support for a change. He hoped that would demonstrate consensus; however, it is clear now that there is no consensus.

Mr. Khasho said if the Broadway businesses are willing to sit together and develop a plan they all support, then he is willing to work with them and bring the plan to the Commission. He said the BDA fully supported the Washington Avenue and 2nd Street parking limit changes.

Mr. Khasho clarified that City staff have no time-limit preference on this issue. He said the business owners are the ones who have to live with this decision; they have the experience and they know what is best for their businesses. Mr. Khasho said if the businesses are willing to work together on this issue staff is willing to work with them.

Chairman Conway said the Commission and City Council need to help educate residents about how to accomplish things. He asked Mr. Khasho if he thinks it is a cultural thing in Beaverton or if there is not enough education for residents to understand that one side of a street might have one-hour parking and the other side of the street might have two-hour parking. He noted that Portland streets often have mixed parking time limits and drivers know they must pay attention where they park.

Mr. Khasho said people become accustomed to this in big cities when they see different parking time limits everywhere. He said it is common in Portland, yet it is rare in Beaverton. He recalled that Watson Avenue has some mixed time limits between Canyon Road and Broadway—to the best of his knowledge that is the only Beaverton street with mixed time limits; people seldom park there.

Chairman Conway said he wanted to be very clear that he appreciates all the work staff does. He said he would like to see everyone bring together the work the BDA and urban development group is about to do. He said there is a mix of two different groups, and as such, he would like to leave the parking time limits as they are. He would like to see the group work together, everyone contribute ideas, and then come to staff with a fresh proposal that everyone supports; this would end the all or nothing approach.

Commissioner Herring said that, at second look, the petitions do favor two-hour parking, with newer businesses mainly favoring the longer time limit. He said it feels wrong to take away one group's preferred time limit, only to give it to a different group. He said the group preferring a short time limit are largely "anchor" business that have held Broadway together through many years. He supposed the 90-minute option might accommodate both groups. He said the Commission is short two Commissioners tonight who could help make this decision and that Commissioner Cohn will abstain from voting. Ideally, the downtown community should reach consensus and hand Mr. Khasho a proposal that the Traffic Commission could approve without discussion.

Commissioner McClean MOVED to maintain the one-hour parking limit between 7 a.m. and 6 p.m., Monday through Saturday, on SW Broadway between Hall Boulevard and Watson Avenue and approve the final written order.

Chairman Conway called for a second to the motion. There was no second.

Chairman Conway said as there was no second for this motion, the Commission can propose a different motion or table the issue until next month and request that staff bring the Commission more information for consideration.

Mr. Khasho clarified that there is no new information to bring the Commission. He said it is up to the Commissioners present tonight to make a decision on the issue. He said the Commission could continue their discussion or they could move to re-open the public hearing to take additional testimony, if any is available.

Chairman Conway said with that information in mind, he **SECONDED** the **MOTION** to maintain one-hour parking with encouragement for the Broadway businesses to come back to the Traffic Commission with follow up that is more unified and cohesive and balanced between both groups; and that staff work with those businesses and bring back to the Commission another request.

Chairman Conway said this parking situation is not the best but it appears to be working at this time. He asked for follow-up discussion. There was none.

Chairman Conway said the motion has been made and seconded. He called for a vote.

Commissioners Conway, Herring, Johnson, and McClean voted YES. Commissioner Cohen ABSTAINED. The MOTION CARRIED unanimously. (4:0:1)

OLD BUSINESS

Mr. Khasho said at the February 28 City Council meeting the Council approved the Commission recommendation on Issue TC 692 "Centerline and Parking Restrictions on SW Diamond View Way South of Jadeview Way" and Issue TC 693 "Parking Time Revisions on the East Side of SW Washington Avenue North of 2nd Street."

Mr. Khasho said the Oregon Department of Transportation (ODOT) has approved and issued a new speed zone order for Barrows Road to reduce the speed limit from 40 miles per hour to 35 miles per hour. He said the ODOT process took only six months.

NEW BUSINESS

There was none.

The meeting recessed at 8:46 p.m. and reconvened at 8:53 p.m.

WORK SESSION

Chairman Conway opened the work session. He thanked Sgt. Schaer for attending Traffic Commission meetings and sharing his knowledge and experience with the Commission. He also thanked Beaverton Police for the many ways they serve city residents and for officers' recent help at a neighborhood meeting.

Sgt. Schaer thanked the Commission for the kind comments. He was excused from the remainder of the meeting.

Mr. Khasho said the Commission asked to review a list of the issues they considered between January 2011 and February 2012 and each issue's outcome. He provided a spreadsheet showing each issue and its outcome (in the record).

Mr. Khasho explained that the Traffic Commission Bylaws state that the Commission can hold Executive Sessions; however, the City Attorney reviewed the matter and found that the Traffic Commission does not deal with the topics listed in the Oregon Revised Statutes that are identified as appropriate for discussion at an Executive Session. Mr. Khasho said the Traffic Commission does not meet the definition of a governing body, meaning that they do not have the authority of the City Council or Planning Commission. He said they decided to call this part of the meeting a Work Session and will update the bylaws to reflect the Commission's correct status. Mr. Khasho asked Commissioners to review the bylaws and send him their comments on areas potentially needing revision.

The Commissioners and Mr. Khasho then discussed a variety of topics, including:

- Commissioner meeting attendance;
- Quorums and decision making for public hearings;

- Role of the Commission's alternate member;
- Commission's part in assisting neighborhoods that were designed with inadequate resident parking;
- Purpose and role of the Traffic Commission in City government ;
- How staff researches and compiles staff reports;
- City Council's viewpoint compared to the Traffic Commission's viewpoint;
- How the City's Downtown Parking Strategy Study was researched, compiled, and implemented.

Chairman Conway thanked staff and closed the Work Session. Mr. Khasho said staff has no issues ready for the April meeting so that meeting was canceled.

ADJOURNMENT

The March 1, 2012, meeting of the Traffic Commission adjourned at 9:58 p.m.

Debra Callender, Commission Recorder